

INVOICE



WUPW
730 North Summit
Toledo, OH 43604
Main: (419) 244-3600
Billing:

Invoice #	Invoice Date	Invoice Month	Invoice Period
769182-1	05/27/12	May 2012	04/30/12 - 05/23/12

Station	Account Executive	Sales Office	Sales Region
WUPW	Anjie Brady	Petry-Philadelphia	National

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Advertiser	Product	Estimate Number
Crossroads GPS	Crossroads GPS	550

Flight Dates	Order #	Alt Order #
05/17/12 - 05/23/12	769182	6815511

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

WUPW
Attn: Lockbox #2134
PO Box 11407
Birmingham, AL 35246

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	05/18/12	05/18/12	The People's Court	M-F 3-4 PM	----1--	1:00	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/14/12 05/20/12 ----1-- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WUPWF 05/18/12 3:17 PM The People's Court M-F 3-4 PM 1:00 USPRTV03GP \$100.00 NM									
2	05/22/12	05/22/12	The People's Court	M-F 3-4 PM	-1-----	1:00	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/21/12 05/27/12 -1----- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WUPW Tu 05/22/12 3:12 PM The People's Court M-F 3-4 PM 1:00 USPRTV03GP \$100.00 NM									
3	05/18/12	05/18/12	FOX Toledo News at 6:30FOX Toledo News		----1--	1:00	1	\$120.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/14/12 05/20/12 ----1-- 1 \$120.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WUPWF 05/18/12 6:45 PM FOX Toledo News at 6:30PM FOX Toledo News 1:00 USPRTV03GP \$120.00 NM									
4	05/22/12	05/22/12	FOX Toledo News at 6:30FOX Toledo News		-1-----	1:00	1	\$120.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/21/12 05/27/12 -1----- 1 \$120.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WUPW Tu 05/22/12 6:44 PM FOX Toledo News at 6:30PM FOX Toledo News 1:00 USPRTV03GP \$120.00 NM									
5	05/17/12	05/17/12	Fox Toledo News at 10PM10-11p		---1---	1:00	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/14/12 05/20/12 ---1--- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WUPW Th 05/17/12 10:59 PM Fox Toledo News at 10PM 10-11p 1:00 USPRTV03GP \$350.00 NM									

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

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WUPW
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Birmingham, AL 35246

Invoice #	Invoice Date	Invoice Month	Invoice Period
769182-1	05/27/12	May 2012	04/30/12 - 05/23/12

Advertiser	Product	Estimate Number
Crossroads GPS	Crossroads GPS	650

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	05/21/12	05/21/12	Fox Toledo News at 10PM	10-11p	1-----	1:00	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/21/12 05/27/12 1----- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WUPWM 05/21/12 10:32 PM Fox Toledo News at 10PM 10-11p 1:00 USPRTV03GP \$350.00 NM									
7	05/23/12	05/23/12	Fox Toledo News at 10PM	10-11p	--1----	1:00	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/21/12 05/27/12 --1---- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WUPWW 05/23/12 10:24 PM Fox Toledo News at 10PM 10-11p 1:00 USPRTV03GP \$350.00 NM									
8	05/19/12	05/19/12	Fox Toledo News at 10PM	10-1030p	-----1-	1:00	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/14/12 05/20/12 -----1- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WUPWSa 05/19/12 10:46 PM Fox Toledo News at 10PM 10-1030p 1:00 USPRTV03GP \$350.00 NM									
9	05/18/12	05/18/12	Seinfeld	M-F 11-1130p	----1--	1:00	1	\$120.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/14/12 05/20/12 ----1-- 1 \$120.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WUPWF 05/18/12 11:29 PM Seinfeld M-F 11-1130p 1:00 USPRTV03GP \$120.00 NM									
10	05/22/12	05/22/12	Seinfeld	M-F 11-1130p	-1-----	1:00	1	\$120.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/21/12 05/27/12 -1----- 1 \$120.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WUPWTu 05/22/12 11:25 PM Seinfeld M-F 11-1130p 1:00 USPRTV03GP \$120.00 NM									

Total Spots 10 Gross Total \$2,080.00

Payment Terms 30 Days

Agency Commission \$312.00

Net Amount Due \$1,768.00

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